

Fashion Calendar

1949

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 10, 1949</u>			
Friday June 10 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Janice Milan will present a press preview of her Fall collection designed by Mildred Orrick. Trade showings beginning Monday June 13, at 1:15 P.M. and 4:00 P.M. Attendance by invitation. Contact: Miss Tami, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FL.
Friday June 10 11:00 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION Press showing of Margaret Newman's 1949 Fall dress collection, including casual daytime dresses and cocktail ensembles. Attendance by invitation. Trade showing, beginning Monday, June 13, at 10:30 A.M. and 2:30 P.M. daily. Publicity: Bettie Hurst, LA. 4-4278.	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
Friday June 10 12:30 P.M. Luncheon	PRESS PREVIEW: SALON TREATMENT PLAN Preview for the press of Elizabeth Arden's 6-day salon treatment plan. By invitation only. This will be available at A & S from June 13 to June 17, with a complimentary beauty class at 10:00 A.M. and 2:30 P.M. daily and Thursday at 6:30 P.M. Fifteen of Miss Arden's experts will be present. Open to public. Publicity: Frances Bemis, TR. 5-1700.	ABRAHAM & STRAUS, INC.	SPECIAL EVENTS CENTER 8TH FLOOR
Beginning Friday June 10	PRESENTATION OF FALL COLLECTION Kiviette will present her collection for Fall 1949 at 10:30 A.M. and 2:30 P.M. daily. Contact: PL. 7-8750.	KIVIETTE	15 WEST 47TH STREET SHOWROOM

WEEK BEGINNING MONDAY, JUNE 13, 1949

Monday June 13 10:30 A.M.	PRESS SHOWING: FIRST JOINT COLLECTION Ann Sadowsky and Eta will show their first joint collection presenting their Fall fashions. By invitation only. (Note change of time) Formal opening to the trade on Tuesday, June 14 with daily showings at 10:30 A.M. and 2:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	ANN SADOWSKY & ETA, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
Monday June 13 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Fira Benenson will present her Fall collection to the magazine and syndicate press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Monday June 13 1:00 P.M. Luncheon	"MIDSUMMER'S TOWN DREAMS" AT LUNCHEON SHOW Showing of Midsummer fashions by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 13 5:00 P.M.	JACQUES FATH AMERICAN COLLECTION FOR FALL Joseph Halpert will present the Jacques Fath American-Made collection for Fall. For press and trade, by invitation only. Contact: Micheline Lange, WI. 7-7400.	JOSEPH HALPERT, INC.	HOTEL PIERRE GRAND BALLROOM
Beginning Monday June 13	FALL SHOWING OF KARU JEWELRY Opening of new Fall line of "All Occasion" jewelry by Karu Fifth Avenue, including jewelry for "teenettes", business girls and evening wear. Continuous showings. Contact: Thal Spitzer, LO. 5-2674.	KAUFMAN-RUDERMAN CO.	411 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday June 13	OPENING OF FALL LINE Dorine Liebert presents her Fall collection of blouses and skirts, day and evening fashions. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM
Beginning Monday June 13	OPENING OF FALL COLLECTION Kay Dunhill will present Fall dresses and blouses at continuous shows daily. Press invited. Contact: Odette Gallotti, PE. 6-1281.	KAY DUNHILL, INC.	1350 BROADWAY SHOWROOM-3RD FLOOR
Beginning Monday June 13	KEN CLASSICS FALL COLLECTION Opening of the Fall line of Ken Classics, with daily showings at 9:30 A.M. and 1:30 P.M. Contact: Nancy S. Stoddard, LA. 4-9544.	KENNETH TISCHLER, INC.	108 WEST 39TH STREET SHOWROOM
Beginning Monday June 13	OPENING OF FALL BLOUSE COLLECTION Nan Westley, blouse firm, now affiliated with Kane-Weill, will present Fall blouses and separates. Contact: LO. 5-3041.	NAN WESTLEY, INC.	498 SEVENTH AVENUE SHOWROOM
Beginning Monday June 13 10:00 A.M.; 2:00 P.M.	SHOWING OF FALL AND WINTER FURS Arnheimer will present their Fall and Winter collection of fur fashions at 10:00 A.M. and 2:00 P.M. daily, beginning Monday, June 13th. Contact: B. Bazaar, LA. 4-6479	ARNHEIMER, INC.	345 SEVENTH AVENUE SHOWROOM-15TH FLOOR

Week Of June 13	OPENING OF FALL LINES The following FOGA lines are still to open: <u>Monday, June 13:</u> PAUL PARNES, CORP.; RUDOLF GOWNS <u>Tuesday, June 14:</u> HANSEN BANG, INC.; CAPRI FROCKS, INC.; CHARLES LANG, INC.; MARY LEE, INC.; MARTIN SIMON, INC.; HERBERT SONDHEIM, INC.; HANNAH TROY, INC. <u>Wednesday, June 15:</u> NAT KAPLAN; BEN REIG, INC.; JANET TAYLOR. <u>Thursday, June 16:</u> ED GERRICK, INC.; WILLIAM BASS DRESS CO. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
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Tuesday June 14 11:00 A.M.	FASHION SHOW FOR ROTARY CONVENTION Showing of fashions by leading designers for the Rotary International Convention, with show coordinated, written, and directed by Mona Manet. Introduction by Maggi McNellis. Commentator: Jinx Falkenburg. Press invited. Publicity: Gerald Keeler, MU. 6-6000, Ext. 2201.	ROTARY INTERNATIONAL	MADISON SQ. GARDEN 8TH AVE. AT 49TH ST.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 14 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Presentation of the Fall collection of Lindley Originals, designed by Gertrude Rothschild, at a luncheon for the press. Attendance by invitation only. (Note change of date). Publ.: Mildred Kaldor, MU. 9-5420.	LINDLEY, INC.	1400 BROADWAY SHOWROOM-14TH FL.
Tuesday June 14 2:30 P.M. Cocktails	INFORMAL PRESS SHOWING OF HANDBAG COLLECTION Mrs. Herta Von Altman will present her Fall handbag collection to the press. Attendance by invitation. Contact: MU. 6-3777.	VON ALTMAN PURSES	347 FIFTH AVENUE SHOWROOM, ROOM 600
Tuesday June 14 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Showing of Janet Taylor Originals, a collection of young daytime and cocktail dresses, will be presented to the press. Showing at 4:30 P.M. By invitation only. Trade showing Wednesday, June 15 at 4:00 P.M.; and daily thereafter at 12:00 Noon and 4:00 P.M. Publicity: Rose Hilton, MU. 3-4261.	JANET TAYLOR	498 SEVENTH AVENUE SHOWROOM
Tuesday June 14 4:00 P.M. Champagne	PRESS SHOWING OF WOVEN LINGERIE Textron will present nylon and rayon woven lingerie fashions to the magazine press. By invitation. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	PARK LANE HOTEL PETIT SALON
Tuesday June 14 4:00 P.M.- 6:00 P.M. Tea	SHOWING OF FALL MILLINERY FASHIONS Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publicity: Ruth Weintraub, PL.3-2117.	MILLINERY CREATORS GUILD	RITZ CARLTON HOTEL CRYSTAL ROOM
Beginning Tuesday June 14	OPENING OF FALL COLLECTION Renel will present their Fall wholesale collection of suits, coats and dresses to the trade. By appointment only. Contact: RH. 4-5656.	RENEL, LTD.	751 MADISON AVENUE SHOWROOM
Wednesday June 15 11:00 A.M.	PRESS SHOWING OF FALL MILLINERY Presentation of Fall millinery by Robert Dudley. Attendance by invitation. Publicity: Muriel Francis, PL. 9-5600.	ROBERT DUDLEY	54 EAST 56TH STREET SALON
Wednesday June 15 12:30 P.M. Luncheon	PRESS SHOWING OF BILL- FOLDS & "KEY-TAINERS" Buxton will present a luncheon showing for the press of billfolds and "Key-Tainers" for both men and women. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	BUXTON, INC.	PARK LANE HOTEL PETIT SALON
Wednesday June 15 2:30 P.M.	PRESS SHOWING: FALL COATS AND SUITS Fall collection of coats and suits, created by Donald Norris, will be presented to the press. Attendance by invitation. Publicity: Mildred Kaldor, MU. 9-5420.	PENZNER, SCHIRO & DONALD NORRIS, INC.	HOTEL PIERRE COTILLION ROOM
June 15	FEDERAL INCOME TAX, Second Payment Due.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 15 4:30 P.M. Cocktails	WOOLKNIT FASHION PRESENTATION Semi-annual woolknit fashion show, including knitted dresses and suits; sweaters, handknits, and wool bathing suits--a forecast for Resort 1949 and Summer 1950. Attendance by invitation only. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661.	WOOLKNIT ASSOCIATES	HOTEL PLAZA TERRACE ROOM
Wednesday June 15 4:30 P.M. Cocktails	PARIS DESIGNED "YOUNG VIEWPOINT" FALL FASHIONS "Mrs. Young Viewpoint, An American in Paris", -- Fall showing of a special group of Paris Originals by Marcel Rochas, Robert Piguet, Jeanne LaFaurie, Jacques Griffe, and their Young Viewpoint translations by Ginsburg & Abelson. Commentator: Arlene Francis. Attendance by invitation only. Contact: Viola Sylbert, Saul Krieg Associates, LU. 2-1815.	GINSBURG & ABELSON	HOTEL PIERRE ROOF GARDEN
Thursday June 16 3:30 P.M. Cocktails	PRESS SHOWING OF FLEXEES Artistic Foundations--Flexees, Inc.--will present a Fall showing for the press. A new line of sportswear will be included with these foundations. Cocktails at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Bee Bradshaw, Artistic Foundations, MU. 9-2100.	ARTISTIC FOUNDATIONS "FLEXEES"	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 16 4:15 P.M.	NEW FALL COLORS AT FASHION SHOW Color Co-op will present a fashion show featuring "Putty" and "Brick", the two colors chosen for Fall, as well as "Basic Brown", a third color which has been coordinated as an added service. Fashions in ready-to-wear, millinery, gloves, shoes, handbags, hosiery, scarfs, jewelry, make-up will be shown by the 13 Color Co-op members. Commentators: Jeanne Pierre and Beatrice Castle. Director: Mimi Aleinehoff. For buying offices, buyers and press, by invitation only. Publicity: Jeanette Connolly, LE. 2-1771.	COLOR CO-OP	BARBIZON PLAZA CONCERT HALL
Thursday June 16 8:30 P.M.	SECOND ANNUAL DESIGNERS' FASHION SHOW For the second time, members of the Society (formerly Guild) of New York Dress Designers, Inc. will present a comprehensive showing of Fall fashions based on a single theme: "Today: Mirror of Yesteryear". Included will be the work of designers from sportswear, daytime, evening and wedding houses which produce all sizes and represent all price ranges. Tickets: \$10.00; contact: Mrs. Hazel L. Rice, WI. 7-5681. Press by invitation only. Publicity and staging: Charlotte Parker, MU. 8-4410.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	HOTEL ASTOR GRAND BALLROOM
Friday June 17 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS Eddie Rubenstein presents his Fall collection of junior dresses at a breakfast show for the press. By invitation only. Continuous trade showings beginning, Monday, June 20. Contact: Roberta D. Miles, BR. 9-4082 or WA. 9-1362.	CRESTLEE, INC.	1400 BROADWAY SHOWROOM-30th FL.
June 19	FATHER'S DAY (Sunday).		
June 20- June 24	FALL CORSET AND BRASSIERE WEEK. Contact: Jed Sylbert, 200 Fifth Avenue, MU. 3-1593.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 20- June 25	SWIM FOR HEALTH WEEK. Publicity: Martin Stern, VA. 6-0543.		
Monday June 20 2:30 P.M.	BILLIE BURKE TO LAUNCH NEW BOOK Billie Burke will be present at A & S to launch her new book "With A Feather On My Nose." There will be a showing of "Eternally Young" fashions for the mature woman, with beauty suggestions by Charles of the Ritz. Open to public. Publicity: Frances Bemis, TR. 5-1700.	ABRAHAM & STRAUS, INC.	SPECIAL EVENTS CENTER 8TH FLOOR
Tuesday June 21 2:30 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS Press preview of Varden Petite and Varden Casuals collection for Fall. Commentator: Maggi McNellis. Hats and accessories from Mr. John. Gloves from Wear Right. Attendance by invitation only. Publicity: Mona Manet, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday June 22 7:00 P.M. Cocktails	ANNUAL RAINWEAR FASHION SHOW The N.Y. Raincoat Mfrs. Association will present Fall Rainwear at their fourth annual fashion show and dinner for press and buyers. By invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	NEW YORK RAINCOAT MANUFACTURERS ASSN.	WALDORF-ASTORIA GRAND BALLROOM
Monday June 27 12:00 Noon Luncheon	AUTHOR LUNCHEON FOR THE PRESS Luncheon to honor Mary Brooks Picken, author of the "Singer Sewing Book". Pre-publication information will be available on this book, the first complete book of sewing techniques both for home dressmaking and home decoration, sponsored by the country's oldest sewing machine company. Attendance by invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER SEWING MACHINE COMPANY	HOTEL PIERRE ROOF
Tuesday June 28 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will present her Autumn hat collection to the press. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will present Fall accessories at a fashion show. Chairman of Accessories Division: Marjorie Schlesinger. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 28 5:00 P.M. Cocktails 5:30 P.M. Show	MARVELLA PEARLS FASHION SHOW Marvella Pearls will present their Fall collection, designed by Jacques Fath. Cocktails at 5:00 P.M. Fashion Show at 5:30 P.M. Commentator: Adelaide Hawley. Attendance by invitation only. Publicity: Margaret Markley, Marvella Pearls, PL. 7-5610.	WEINREICH BROS. CO. (383 FIFTH AVENUE)	RAINBOW ROOM 30 ROCKEFELLER PL.
Wednesday June 29 12:00 Noon Luncheon	PRESS SHOWING OF FALL MILLINERY Lenesta will present a preview of her Fall millinery to the press during luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 29 4:30 P.M. Cocktails 5:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW The House of Heller will present its semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. By invitation only. Commentator: Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
July 4	INDEPENDENCE DAY (Monday) -- Legal Holiday.		
Wednesday July 6 11:00 A.M. Informal Luncheon	PRESS PREVIEW OF FALL MILLINERY Presentation of Florence Reichman's Fall millinery fashions to the N.Y. press. Informal luncheon will be served after the show. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Wednesday July 6 4:00 P.M. Tea	PRESS SHOWING OF FALL MILLINERY Mary Goodfellow will present her Fall millinery collection to the local press. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Thursday July 7 12:15 P.M. Luncheon	MILLINERY MEETING AND FASHION SHOW "Never Forget--Fashion Means Business"...the Fashion Group will present a showing of Fall hats by leading milliners. Fashion show commentator: Maud G. Moody, Women's Wear Daily. Speaker: Estelle Hamburger, fashion promotion consultant. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Thursday July 7 4:00 P.M. Cocktails	FALL MILLINERY PREVIEW FOR PRESS Showing of Emme's Fall and Winter millinery collection for the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	21 EAST 56TH STREET SALON
Friday July 8 12:00 Noon Luncheon	PRESS PREVIEW OF FALL MILLINERY Aranka will present her Fall millinery to the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ARANKA, INC. (19 EAST 56TH ST.)	PLACE TO BE ANNOUNCED
Sunday July 10 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor will present her semi-annual millinery fashion show to the out-of-town press. By invitation only. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Monday July 11 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Presentation of Laddie Northridge's Fall and Winter hat collection at his salon, for the N.Y. press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Monday July 11 2:30 P.M.	PRESS SHOWING OF FALL MILLINERY Presentation of Walter Florell's Fall millinery collection to the local press. Attendance by invitation. Publicity: Ruth Hammer Associates, EL. 5-6043.	WALTER FLORELL	29 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 11 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Showing of Coro jewelry and Glentex scarfs at an accessories fashion show for local and out-of-town press. Showing at 5:15 P.M. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday July 11 6:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Laddie Northridge will present his Fall and Winter millinery to the out-of-town editors. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Tuesday July 12 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS "Underneath It's Embroideries"- a showing for out-of-town press of negligees and lingerie fashions, featuring Schiffli embroidery. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday July 12 8:00 A.M. Breakfast	MILLINERY FASHIONS FOR VISITING PRESS Autumn hat collection by Irene of New York will be presented to the out-of-town press. By invitation only. Publ.: Ruth Underhill, PL. 3-3032..	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday July 12 12:00 Noon Luncheon	FALL COLLECTION FOR VISITING PRESS Paul Parnes will present his Spring dress and suit collection to the out-of-town press. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Tuesday July 12 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection to the local fashion press. Attendance by invitation. Publicity: Nonni Eilers, MU. 8-4906.	MR. JOHN	53 EAST 57TH STREET SALON
Tuesday July 12 3:00 P.M.- 7:30 P.M.	HOPE DIAMOND DISPLAY AND NEW DIAMONDS The Hope, the Star of the East and other diamonds from the McLean collection, together with the newest creations by Harry Winston, will be shown to the press at the House of Winston. Escorted tours of the design studios, diamond cutting and jewelry manufacturing facilities. By invitation only. Publicity: Mrs. Jean Shanley, N. W. Ayer & Son, Inc., CI. 6-0200; or Harry Winston, Inc., PL. 3-1510.	N.W. AYER & SON, INC.	HARRY WINSTON, INC. 7 EAST 51ST STREET
Tuesday July 12 4:00 P.M.	PRESS PREVIEW OF NECKTIE DESIGNS Press showing of Signet ties, designed by Mr. Ned. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SIGNET TIES	16 EAST 34TH STREET SHOWROOM
Tuesday July 12 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES For the first time, Yolande will present a three-in-one collection of their handmades to the out-of-town and local fashion press. Included will be lingerie, blouses and baby clothes; and couture designs will range in age from "one to 21 to simply not telling." Attendance by invitation only. Publicity: Ida Miller, Forth Miller Assoc., MU.3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 12 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. For tickets, contact: Millinery Stb. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 13 10:00 A.M. Breakfast	MILLINERY FASHION SHOW FOR PRESS Local press showing of Mme. Pauline's Fall millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MME. PAULINE	6 EAST 53RD STREET SALON
Wednesday July 13 12:30 P.M. Luncheon	FASHION SHOW FOR VISITING PRESS Preview of Varden Petite and Varden Casuals for the out-of-town press. Hats and accessories from Mr. John. Gloves from Wear Right. Attendance by invitation only. Publicity: Mona Manet, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday July 13 3:30 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF FALL FABRICS Informal fashion show and presentation of Hafner's Fall fabrics for the local and out-of-town press. Attendance by invitation only. Publicity: Martha McDonald, CH. 4-8767.	HAFNER FABRICS CORP.	350 FIFTH AVENUE ROOM 1821
Wednesday July 13 5:00 P.M. Cocktails	FALL SHOWING FOR VISITING PRESS Showing by Lilly Dache for out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday July 14 8:00 A.M. Breakfast	COUTURE VELVETS IN READY-TO-WEAR Presentation for the out-of-town press of ready-to-wear fashions in Paris-sponsored Crompton couture velvets. Included will be suits, day and evening wear, accessories, and bathing suits. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	CROMPTON RICHMOND	LONGCHAMPS B'WAY & 41ST STREET
Thursday July 14 11:00 A.M.	FALL MILLINERY SHOWING FOR PRESS Mr. Fred Frederics of John Frederics, Inc., will present his Fall millinery collection to the N.Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Thursday July 14 12:30 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will invite the out of town and local editors to a special luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	PLACE TO BE ANNOUNCED
Thursday July 14 2:30 P.M.	PREVIEW OF MILLINERY FASHIONS FOR FALL Braagaard will present his Fall millinery collection to the press. Attendance by invitation only. Contact: PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Thursday July 14 6:15 P.M.	MILLINERY FASHIONS FOR VISITING PRESS Presentation of Fall hats to the out-of-town press by Fred Frederics. By invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 15 8:00 A.M. Breakfast	RIBBON FASHIONS FOR VISITING PRESS "You'll Wear Ribbons" -- Showing for visiting editors of ribbon fashions and accessories from Paris and New York. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST ST.
Friday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL HANDBAGS Koret will present Fall handbags to the out-of-town press at a buffet luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	KORET, INC.	33 EAST 33RD ST. SHOWROOM
Friday July 15 7:00 P.M.	WEEKEND PARTY FOR VISITING PRESS William Bass, the Greenbriar Hotel, and the Chesapeake & Ohio Railroad have invited the out-of-town press on "The Greenbriar Special" for the weekend. The train will depart from N.Y. on Friday, July 15, at 7:00 P.M. and will return on Monday, July 18, at 10:00 A.M. William Bass will present a fashion show at the Greenbriar Hotel on Saturday, July 16 at 8:00 P.M. Attendance by invitation only. Publ.: Laura Bemham, MU.5-0022.	WILLIAM BASS	WHITE SULPHUR SPRINGS, W. VIRGINIA
Monday July 18 9:30 A.M. Breakfast	JUDY'N JILL FASHIONS FOR VISITING PRESS Presentation of Judy'n Jill Fall fashions to out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM
Monday July 18 11:00 A.M.	SHOE FASHIONS FOR LOCAL & VISITING PRESS Delman will present Fall shoe fashions to the local and out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN, INC.	754 FIFTH AVENUE SALON
Monday July 18 2:30 P.M.	SHOWING OF SCARFS FOR VISITING PRESS Brooke Cadwallader will present a showing of his fall scarfs to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Monday July 18 3:30 P.M.	FALL FASHIONS FOR VISITING PRESS The out-of-town press will be invited to a showing of Fira Benenson's Fall collection. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	FIRA BENENSON	37 WEST 57TH ST. SHOWROOM
Monday July 18 4:30 P.M.	FUR FASHION SHOW FOR VISITING PRESS Esther Dorothy will present fur fashions to the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH ST. SHOWROOM
Wednesday July 20 12:30 P.M. Luncheon	FASHIONS AND FABRICS AT LUNCHEON SHOWING Presentation of Fall costumes created by leading designers in John Walther Fabrics during luncheon showing. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE

MUSIC...MOVIES...THEATRE...TELEVISION...MUSEUMS

- Friday
June 10 PREMIERE: "IT HAPPENS EVERY SPRING" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH ST.
Twentieth-Century Fox comedy starring Ray Milland, Jean Peters and Paul Douglas. Written by Valentine Davies, author of "Miracle On 34th Street", directed by Lloyd Bacon. Publ.: Jeannette Sawyer, CO. 5-3320.
- Friday
June 10 PREMIERE: "NIGHT UNTO NIGHT" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers production from Philip Wylie's novel of the same name, about a young bio-chemist in Miami, who falls in love and later learns of his incurable malady. Starring Ronald Regan and Viveca Lindfors, with Broderick Crawford, Rosemary De Camp, Osa Massen. Director: Don Siegel. Producer: Owen Crump. Costumes: Leah Rhodes. Publ.: Eve Siegel, CI. 6-1000.
- Tuesday
June 14 PREVIEW: "LOVE THAT BEAUTY" (Movie short) RKO PATHE, INC., 1270 6TH AVE.
4:00 P.M. RKO Pathe presents latest movie short in series of "This Is America", in
And the screening room on the seventh floor. This movie short, "Love That
4:30 P.M. Beauty", discusses U.S. women's everlasting "battle of the bulge" and the
problems of losing weight. Attendance by invitation only. Publicity:
Ed Rice, RKO Pathe Inc., PL. 9-3600.
- Wednesday
June 15 TELEVISION: VANITY FAIR CBS-TV, CHANNEL 2
12:30 P.M. Peg Fischer and Chanda will present latest Fall hats in television, with
tips for women who wear glasses. Also, hats for travel and summer wear.
Hostess: Dorothy Doan. Publicity: Helen Brattrud, PL. 9-8000.
- Wednesday
June 15 TELEVISION: "FASHIONS ON PARADE" TOP PRODUCTIONS, WJZ-TV, CHANNEL 7
9:00 P.M.- "The Younger Element" is theme of this weekly television show, featuring
9:30 P.M. Horwitz and Duberman dresses, Lillian Abbott skirts and blouses; Tru
Balance Jr. corsets; Marvella pearls; and Hudnut home permanents.
Publicity for TOP: Marion Mondschein, MU. 7-0272.
- Beginning
Monday STADIUM CONCERT PERFORMANCES LEWISOHN STADIUM, 138TH AT AMSTERDAM AVE.
June 20 Thirty-second consecutive Stadium concert season, presenting leading
orchestras and soloists in open-air recitals of popular and classical
music. Conductors for the season include: Fritz Reiner, Sir Adrian Boult,
Pierre Monteux, Dmitri Mitropoulos, Efrem Kurtz, Alexander Smallens,
Louis Kroll, Enrico Leide, Robert Stolz, Sigmond Romberg, Maurice
Abravanel and Alfredo Antonini. The scheduled forty concerts will be
presented, as in the past several seasons, on Monday, Tuesday, Wednesday,
Thursday and Saturday evenings. Tickets: 30¢-\$2.00. Tables: \$24.00 for
8 persons. Publicity: Margaret Hartigan, CI. 6-4462.
- Tuesday
June 28 EXHIBITION: ITALIAN 20TH-CENTURY ART, MUSEUM OF MODERN ART, 11 W. 53RD ST.
First showing of a large exhibition of Italian 20th-century art to be
presented in America. Included will be painting, sculpture, and graphic
works. Open to public from June 29 to September 11. Publicity: Betty
Chamberlain, CI. 5-8900.
- Thursday
July 7 OPENING: "MISS LIBERTY" IMPERIAL THEATRE, 45TH ST. WEST OF B'WAY
Irving Berlin, Robert E. Sherwood and Moss Hart present a new musical
comedy with book by Robert E. Sherwood and music and lyrics by Irving
Berlin. Cast includes Allyn McLerie, Eddie Albert, Mary McCarty and
Philip Bourneuf. Staged by Moss Hart. Choreography: Jerome Robbins.
Sets: Oliver Smith. Costumes: Motley. Publicity: William Fields,
CI. 5-7930.